



Drive Higher ROI from Festive Campaigns with Automated **Click-to-Chat Ads**

# Table Of Contents

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> Introduction	<b>02</b>
> What are click-to-chat ads?	<b>03</b>
> Top platforms for click-to-chat ads	<b>03</b>
> Growing business with click-to-chat ads in your marketing mix	<b>06</b>
> Limitations of click-to-chat ads and how to get around them	<b>07</b>
> Must use features of Instagram and WhatsApp chatbots	<b>07</b>
> Examples of click-to-chat ads for the 2022 festive season	<b>09</b>
> Getting started	<b>13</b>
> References	<b>14</b>

# Introduction

It is that time of the year again. Festivals are around the corner and celebrations are in the air.

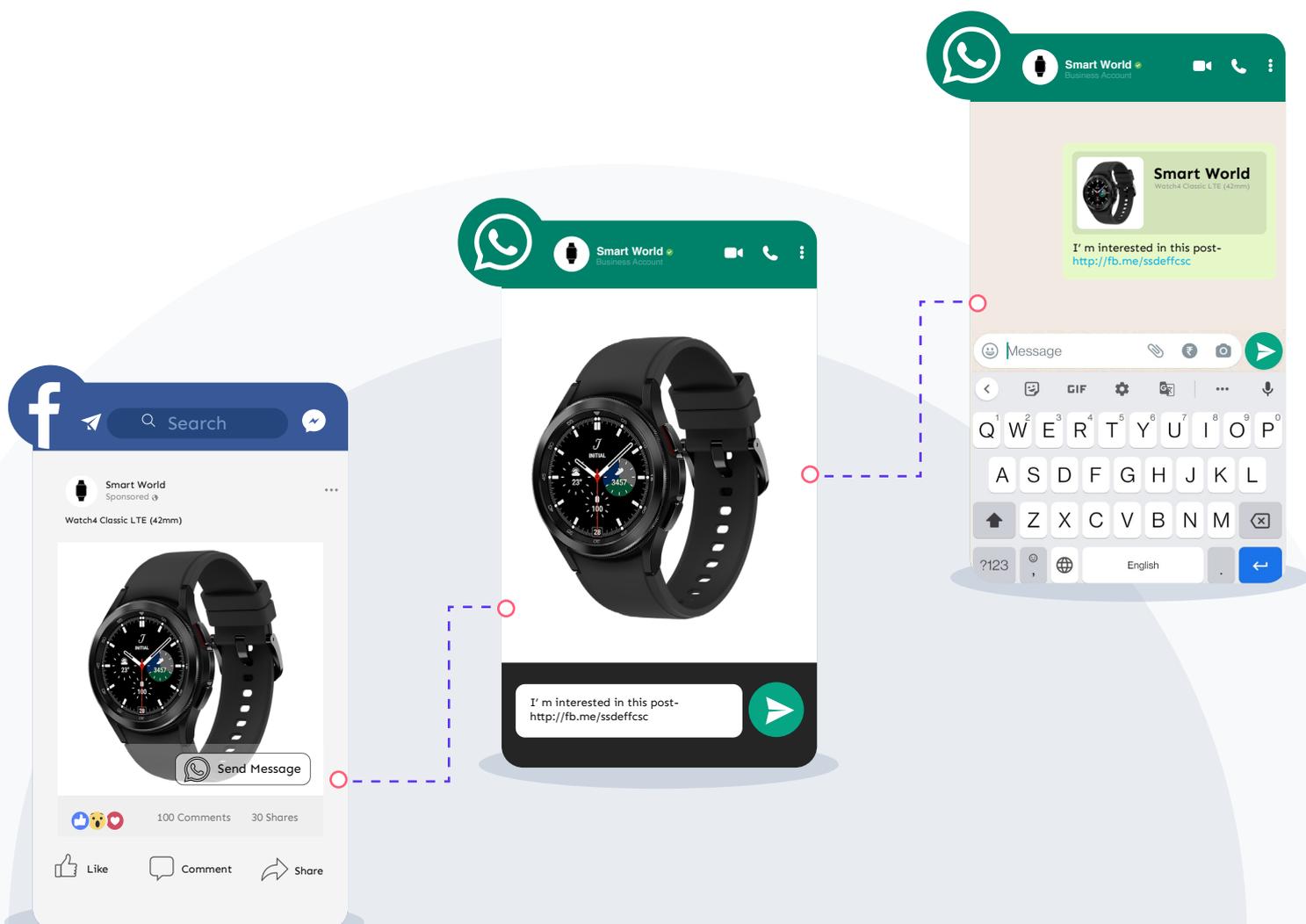
Be it Diwali in India, Oktoberfest in Germany, Concurs de Castells in Spain, Círio de Nazaré in Brazil, Halloween and Thanksgiving in the US or Christmas around the world; people all around the world are looking forward to festivities and holidays in the next few months.

For marketers, it's a busy time, and an opportunity to help customers make the most of this much-awaited time by discovering new ideas and themes, exploring fascinating products that suit their style and learning about new events.

However, it's hard to stand out in the clutter of advertisements, promotions and offers being offered by almost every business under the sun.

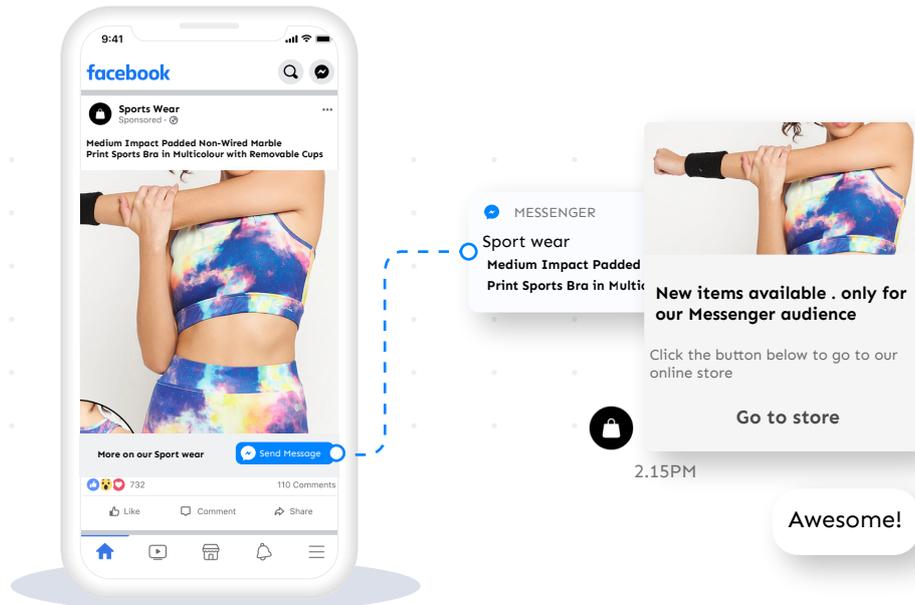
Experiential marketing is the key to creating a distinction. The more unique, surprising, and personalized you make your customer's experience at every phase of their journey, the more attracted they are to your brand.

**Click-to-chat ads offer one such experience.**



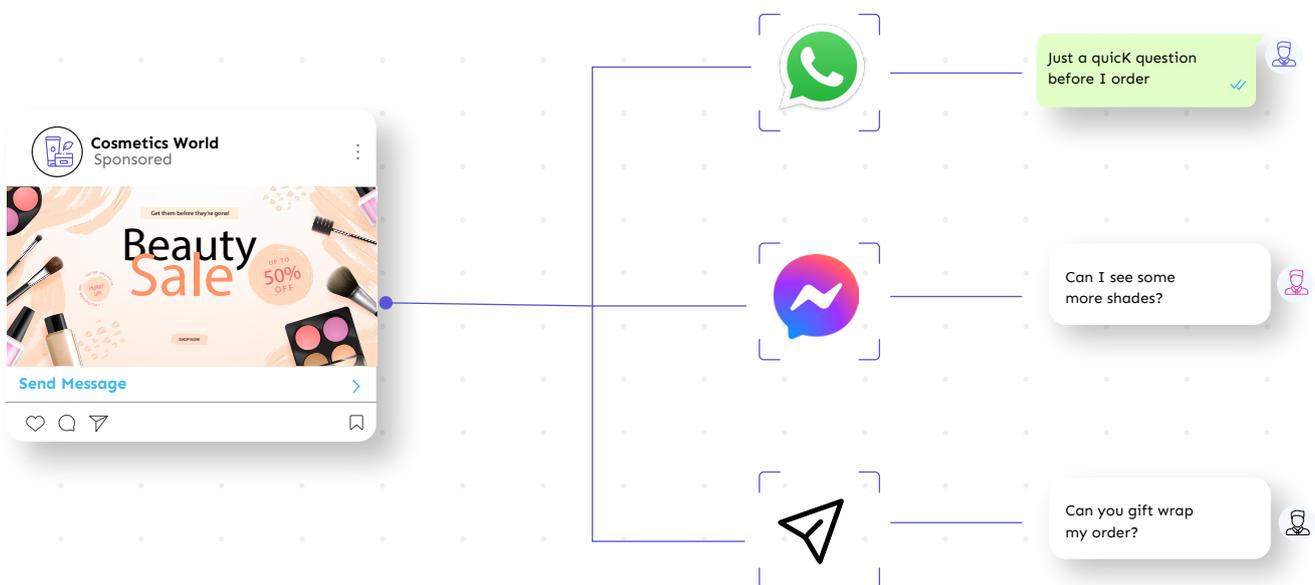
# What are click-to-chat ads?

As it is apparent by the name, Click to chat ads are ad formats that allow you to invite your prospective customers to converse with you one-on-one by clicking on your ad. The idea is to offer a personalized shopping experience by enabling customers to interact with you to enable product discovery, get their questions about your offerings resolved, and complete purchases within a chat interface.



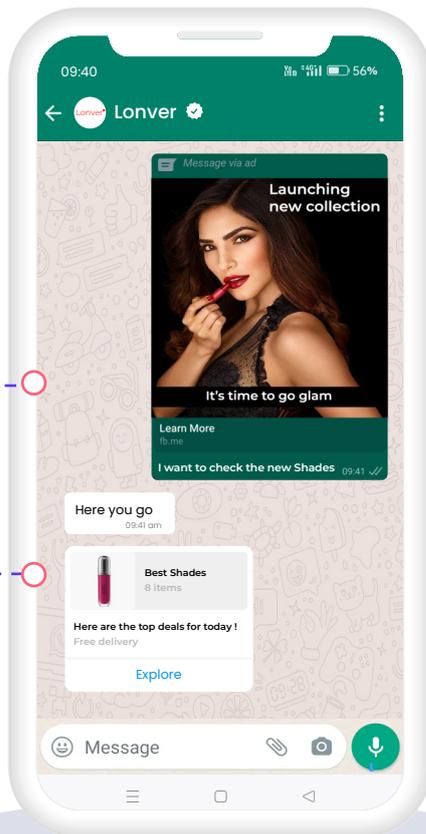
# Top platforms for click-to-chat ads

Currently, click-to-chat ads are actively supported on two of the most popular social media platforms i.e, Facebook and Instagram. You can use the native messaging applications of these social media apps i.e. Messenger and Direct Messenger to interact with your prospective clients or route them to your official WhatsApp Business Account from various ad formats. Either way, you can create campaigns and interact directly with your customers when they are in the mindset to purchase, on the messaging app of their preference.



# Click to whatsapp ads

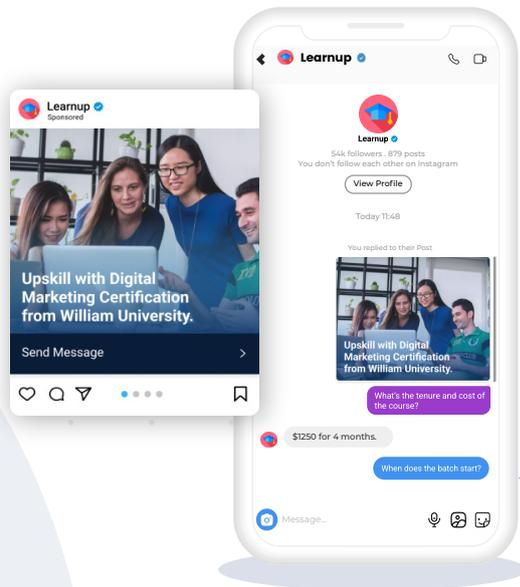
WhatsApp is the most used messaging app in many markets. Broadcasts and promotions on WhatsApp see a delivery rate of **95~65%**. WhatsApp marketing campaigns see **50-55%** click-through rates. Messages on WhatsApp see a read rate of **80~85%**. Businesses can even recover up to **60%** of abandoned carts through WhatsApp campaigns and automated reminders. Integrating WhatsApp with click-to-chat ads, therefore, proves to be a key differentiator for both customer acquisition and retention. It helps gain the strategic benefit of building direct relationships with customers by acquiring mobile numbers and consent to re-engage and retarget them over WhatsApp. This becomes crucial as the world moves more towards a cookieless internet experience.



**2.3B+**  
Monthly active users on WhatsApp

## Click to DM ads

Instagram is one of the most popular social media platforms for businesses. The visual ability of the platform has helped brands increase brand/product awareness, gather followers and increase engagement. Click to Instagram Direct Ads, helps businesses close the loop by enabling potential buyers to interact and transact within Instagram.

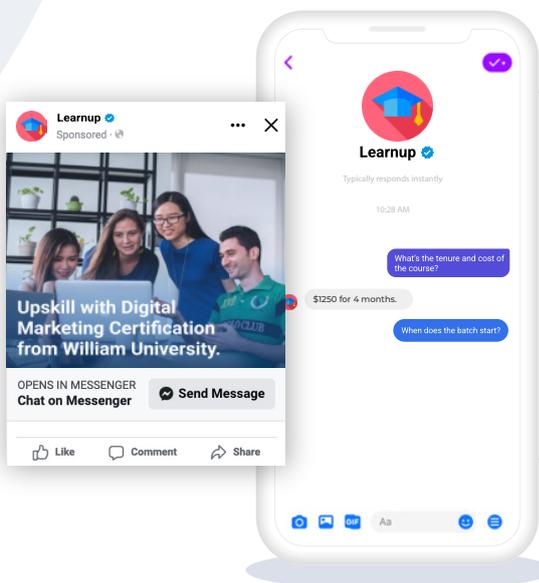


1.3B+

Monthly active users on Instagram

## Click to messenger ads

The importance of having a presence on Facebook cannot be emphasized enough. While the platform has evolved a lot since its inception, it still has one of the largest user bases in the digital world. Click to Messenger ads are incredible when it comes to delivering a personalized user experience to customers on the platform.

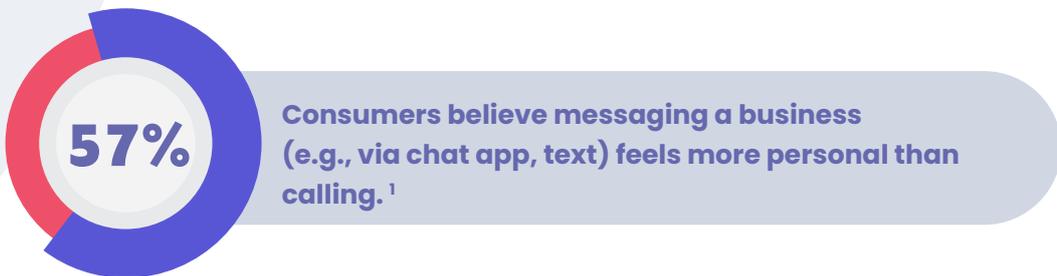
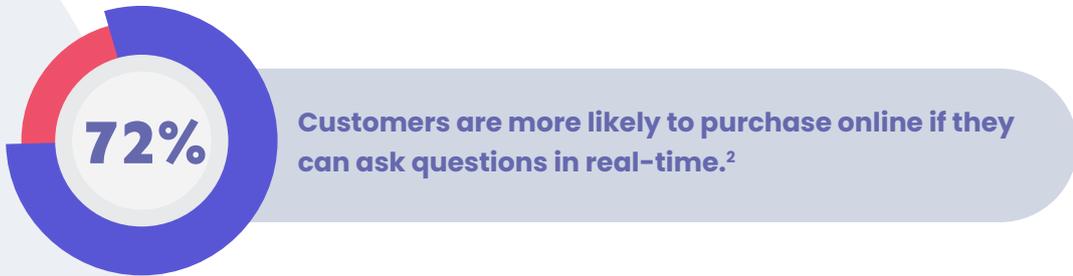


2.9B+

Monthly active users on Facebook

# Growing business with click-to-chat ads in your marketing mix

The general rule of business is 'Customer is the king'. And customers today want experiences to be relevant, timely and personal.



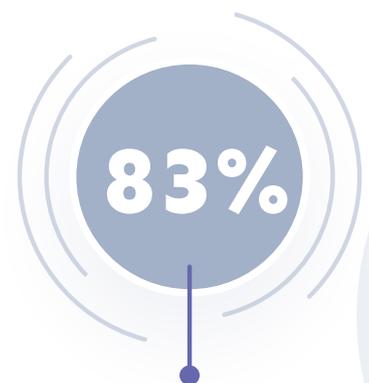
## FUN FACT



Of marketers say they use experiential marketing in their roles



Say it is the second most effective trend they leverage



Of marketers plan to continue making marketing experiential

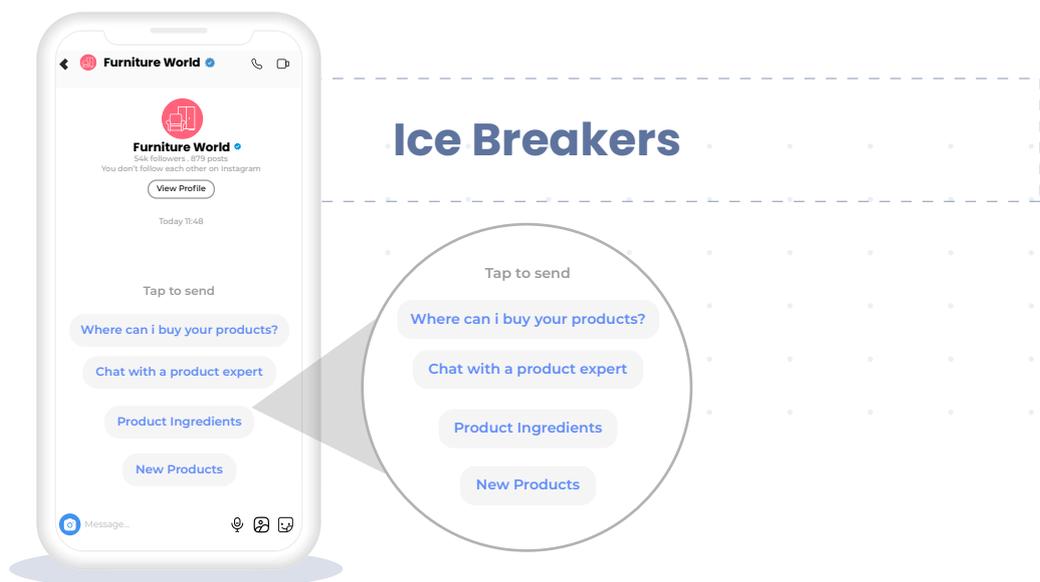
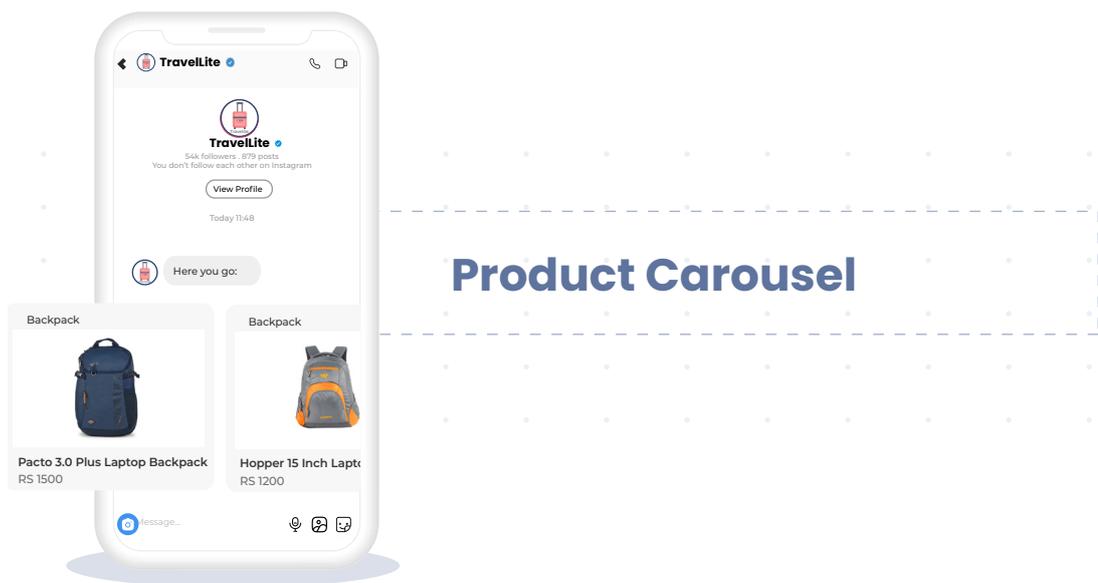
# Limitations of click-to-chat ads and how to get around them

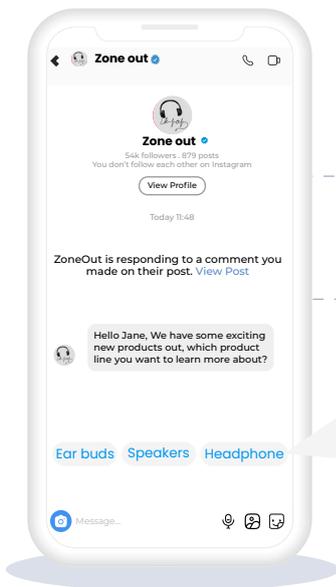
Click-to-chat ad format has been available to marketers for a while now. However, it did not take off due to scalability constraints.

Not anymore. With the introduction of Messenger API for Facebook, Instagram and WhatsApp, it is now possible to develop smart chatbots to have scalable conversations with millions of customers on Facebook and Instagram.

The APIs enable enterprises to develop tailored pre-purchase, purchase and post-purchase conversational journeys to match the objectives of their click-to-chat ads. Powered with the capabilities of ice breakers, product carousels, commerce and payment integrations, marketers can set up end-to-end conversational shopping experiences for their target personas, thus making click-to-chat ads experiential and scalable at the same time.

## Must use features of Instagram and WhatsApp chatbots -

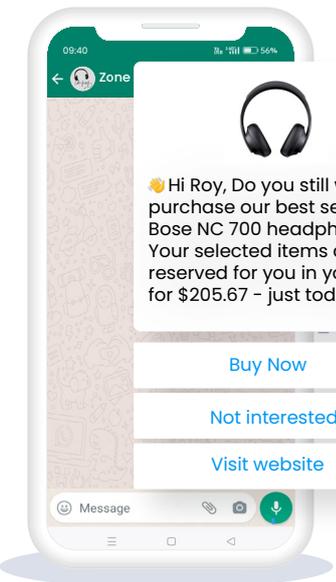




## Quick Replies

Ear buds Speakers Headphone

Message...

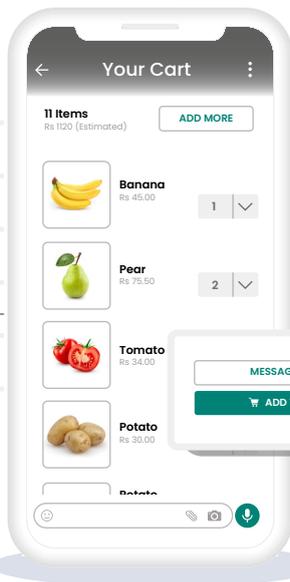


## Image Cards

Buy Now

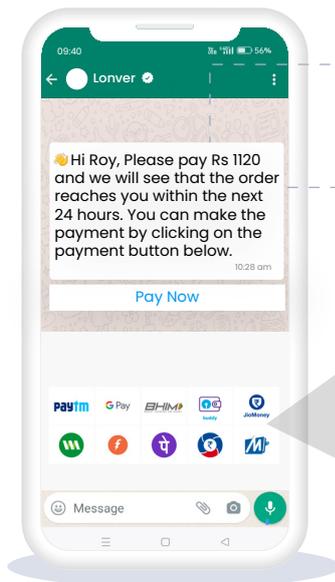
Not interested

Visit website

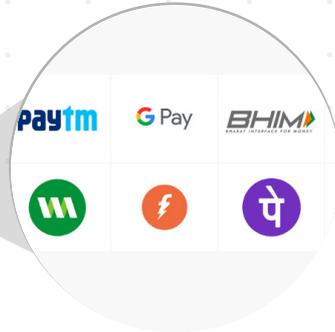


## Product Catalogs



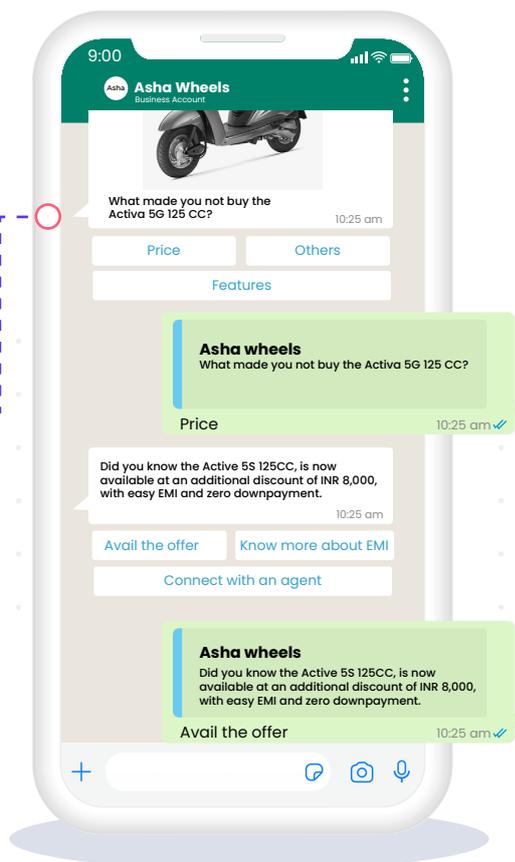
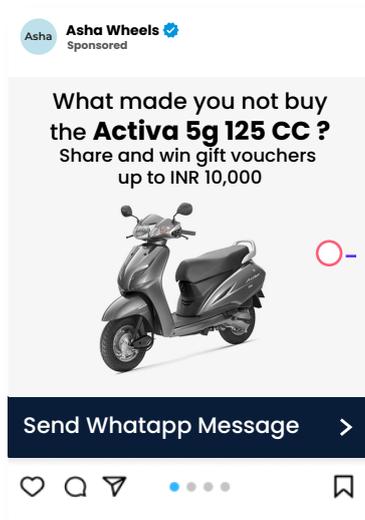


## Gupshup One-Click Bill Pay



## Examples of click-to-chat Ads for the 2022 festive season

Target website visitors that did not buy



## Upsell to existing customers with new products

The image illustrates a marketing strategy for upselling new products to existing customers. On the left, a Facebook post from 'Vimi Headphones' (Sponsored) features the 'Sys EarPod 20X'. The post text reads: 'Designed especially for SYS MIs Owners. Chat now to know more'. Below the product image, there is a 'WHATSAPP Learn More' button and a 'WhatsApp' button. On the right, a smartphone screen shows a WhatsApp chat with 'Vimi Headphones Business Account'. The chat starts with a customer message: 'Hey...tell me more!'. The business account responds with a product description: 'Hey Troy, the new EarPod 20X is designed especially for SYS MIs users and comes with amazing features'. The features listed are: '- 5MM drivers', '- 50 hrs battery life', '- Water and sweat resistant', and '- Day-light charging'. Below the text are buttons for 'Buy Now', 'Offers', and 'Know more'. A subsequent message from the business account says: 'Vimi Headphones Hey Troy, the new EarPod 20X is designed especially for SYS MIs users and comes with amazing features'. Below this is an 'Offers' button. Dashed blue lines connect the 'WhatsApp Learn More' button in the Facebook post to the start of the WhatsApp chat, and the product image in the Facebook post to the product image in the WhatsApp chat.

## Lead qualification for inbound leads

The image illustrates a lead qualification strategy for inbound leads. On the left, a Facebook post from 'Drive Autos' (Sponsored) features a promotional message: 'This festive season, get the car you deserve! Lucrative year end offers. Chat now.' Below the text is an image of three cars (Suzuki, Maruti, and Tata) and a 'Send WhatsApp Message' button. On the right, a smartphone screen shows a WhatsApp chat with 'Drive Autos Business Account'. The chat starts with a customer message: 'Hi, I would like to book a test ride.' The business account responds with a question: 'Sure, Rajesh. Can you please help me with your zip code?'. The customer replies with '83462'. The business account asks: 'Which model are you interested in?'. Below this are buttons for 'Sport' and 'Neo'. The customer selects 'Sports'. The business account asks: 'Can you please share your contact number? Our team will get in touch to fix a schedule.' The customer replies with '1 400 6278266'. Dashed blue lines connect the 'Send WhatsApp Message' button in the Facebook post to the start of the WhatsApp chat, and the car image in the Facebook post to the car image in the WhatsApp chat.

## New product launch targeting relevant segments

The image shows a Facebook post on the left and a Messenger chat on the right. The Facebook post is from 'Slik Mobile' and features a green smartphone. The text reads: 'The Brand new Slik 13!' and 'Send Message'. The Messenger chat shows a conversation with 'Slik Mobile' where the user asks 'Tell me more..', the bot responds with phone specifications, and offers a '10% off' discount. The chat includes buttons for 'Book Now' and 'Know More'.

**Slik Mobile** Sponsored

The Brand new Slik 13!

Send Message

Hey Sam, the all new Slik 13, comes with 6 GB nRAM, 128 GB ROM, 12.2MP + 12MP, 8MP front camera, 4410 mAh Battery Google Tensor Processor

Grab Now at **10% off!**

You can pre-book it at a 10% discount.

Book Now Know More

Book Now

## Consultative sales for high-involvement products

The image shows a Facebook post on the left and a Messenger chat on the right. The Facebook post is from 'SAI Real Estate' and features a house. The text reads: 'This Christmast get your dream home! Home Loan Starting at 5% Chat with our all-new Digital Assitant now.' and 'Send Message'. The Messenger chat shows a conversation where the user asks for a home loan, the agent asks for employment type and salary, and the user provides 'Salaried' and '35 Lakhs'. The agent then asks for the credit score, which is '721', and offers an instant loan of INR 7,177,000. The chat includes buttons for 'Apply Now' and 'Connect to Live Agent'.

**SAI Real Estate** Sponsored

This Christmast get your dream home!  
**Home Loan Starting at 5%**  
Chat with our all-new Digital Assitant now.

OPENS IN MESSENGER  
Chat on Messenger

Send Message

Like Comment Share

Hi, I want to apply for a home loan.

Hey Wilson, sure! Please help us with some details.

What's your employment type?

Salaried

What's your annual salary?

35 Lakhs

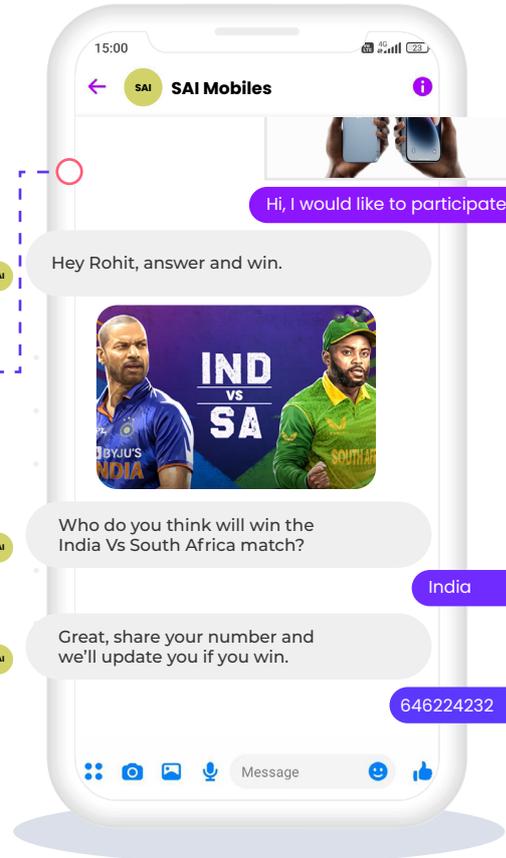
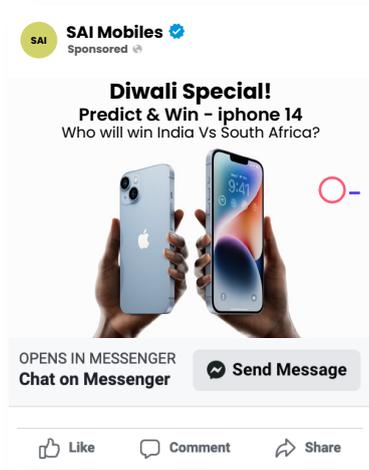
What's your CREDIT Score?

721

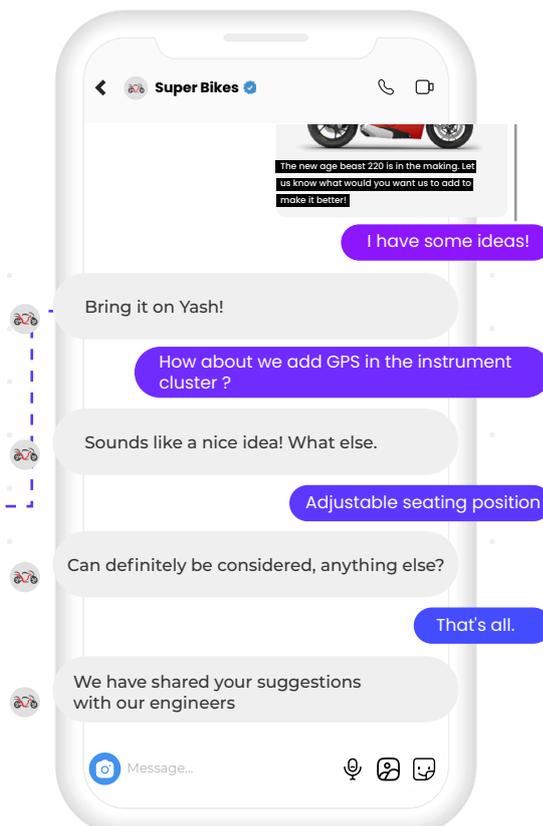
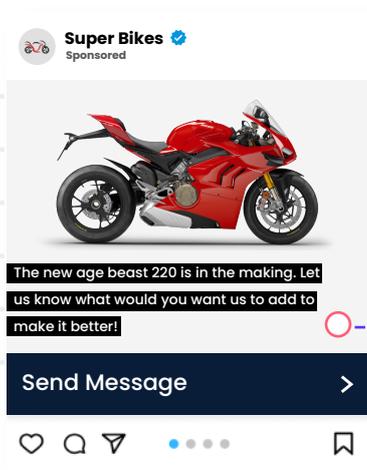
Great, you are eligible for an instant loan of INR 7,177,00.

Apply Now Connect to Live Agent

## Interactive games to engage prospects



## Polls to collect ideas and get buy-ins



# Getting Started

91% of consumers say that they would be more inclined to purchase a brand's product or service after participating in a brand activation or experience, and 40% say that they become more loyal to such brands.

Innovating your marketing campaigns to make them more personalized and interactive therefore generates high returns.

Gupshup, a leading conversational engagement platform and No. 1 premium partner of Meta can help you create virtual agents and implement automated journeys on Instagram Direct Messenger, Facebook Messenger, and WhatsApp.

With tailored structured journeys and AI-driven natural language conversations, you can create an impeccable experience that drives real business outcomes. Industry-specific templates make going live with click-to-ads quick and seamless, native integrations with commerce platforms help you showcase your catalog with ease, and simple one-click payment solutions reduce friction for your customers. Go beyond FAQs, and enable your customers to connect with live agents without loss of context.

Think no more. Get started with automated Click-to-Chat ads on Facebook and Instagram today.

**#LetsGupshup to get started.**

Talk to us



By unlocking the power of conversational engagement, Gupshup makes it easy for businesses to engage, interact and transact with their customers over a broad range of channels – anytime and anywhere. With a single messaging API for 30+ channels across voice, text and chat, an industry-specific, Conversational AI Platform and real-time unified conversational profiles, Gupshup enables businesses to create frictionless conversations with their customers where they are. Serving B2C companies in verticals including BFSI, e-commerce, retail, travel, edtech and healthcare, Gupshup is used by 45,000+ businesses across their marketing, sales and customer support functions. Learn more at [gupshup.io](https://gupshup.io).



## References:

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- > <https://blog.hubspot.com/marketing/experiential-marketing-investments#:~:text=29%25%20of%20marketers%20say%20they,experiential%20marketing%20investments%20in%202022.>
- > <https://atneventstaffing.com/10-experiential-marketing-statistics-you-should-know-in-2022/>
- > [Source: 1 - The Harris Poll September 2020 online survey of the U.S., Germany, the UK, India, Mexico, Brazil and Indonesia to understand their thoughts about business messaging. The survey was commissioned by Facebook and conducted among 8,214 adults ages 18 and older and specific brands and products were not mentioned, including WhatsApp. 2 - Avochato, 2019](#)